

# Communication strategy of KPU Kulon Progo in increasing the participation of first-time voters in the 2024 election

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## ABSTRACT

### Keywords

Persuasive Communication  
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Indonesia is a democracy. The principle in democracy is that sovereignty is in the hands of the people, as stipulated in the constitution. Article 1 paragraph 2 of the 1945 Constitution reads "sovereignty is in the hands of the people and is exercised entirely by the MPR." Elections are organized by the General Election Commission (KPU), the KPU has the duty and authority as the organizer or presenter of elections. The purpose of this research is to find out the Communication Strategy of the Kulon Progo KPU in increasing the participation of novice voters in the 2024 elections. The method used in this research is descriptive qualitative. The results of this study indicate that the communication strategies carried out by the Kulon Progo KPU in increasing the participation of novice voters in the 2024 elections include: Working together in preparing for the 2024 elections, through social media providing understanding in increasing participation, inviting the younger generation to participate in elections by conducting socialization in the community and in educational institutions, inviting people to use their voting rights in the 2024 elections. The results of this study show that the General Election Commission's strategy in increasing voter participation in the 2024 elections in the province of Yogyakarta Special Region, the Kulon Progo Regency KPU has conducted socialization (carried out in programs involving elements of society, and community organizations with the aim of providing education about the 2024 elections). Socialization is also carried out through social media and public information such as public service advertisements broadcast through television, radio, and print media.

## 1. Introduction

The Republic of Indonesia is a democracy. The principle in democracy is that sovereignty is in the hands of the people, as stipulated in the constitution (Berelson, 1952). Article 1 paragraph 2 of the 1945 Constitution reads "sovereignty is in the hands of the people and is exercised entirely by the MPR. Explains that the manifestation of the democratic process in Indonesia can be seen clearly in general elections (elections) (Dinarto & Ng, 2021). Elections are said to be successful, among others, determined by the high level of voter participation (Ali & Eriyanto, 2021).

Voters are Indonesian citizens who are 17 years old or have / have been married (Article 1 paragraph (22) of Law No. 10 of 2008 concerning Elections. Voters in order to exercise their voting rights must be recorded in a valid voter list. In Kulon Progo Regency, there were 341,717 voters, consisting of 166,372 male voters, 175,345 female voters. Of the total voters, there were 6,421 first-time voters. (election table 2004-2024).

**Table 1.** Voter participation in presidential elections in 2004, 2009, 2014, 2019 and 2024 in Kulon Progo Regency

No.	PEMILU TAHUN	Jumlah PASANGAN CALON	DAFTAR PEMILIH TETAP (DPT)	PERSENTASE
1	Pemilu 2004	2	Pilpres I: 2.46.664 Pilpres II: 2.89.075	Pilpres I: 85,91% Pilpres II: 82,96%
2	Pemilu 2009	3	344,850	73,46
3	Pemilu 2014	2	334.270	79,30%
4	Pemilu 2019	2	334.153	86,49%

Source: KPU DIY (Data Processed)

**Table 2.** Voter participation in legislative elections in 2004, 2009, 2014, and 2019 in Kulon Progo Regency

No	Pemilu Tahun	Jumlah calon anggota DPR	Jumlah calon anggota DPD	Jumlah calon anggota DPRD	Jumlah Partai Politik	Jumlah Pemilih Legislatif	Persentase Pemilih
	2004	-	-	73	24	243,934	87,00%
	2009	-	-	382	38	344,895	72,94%
	2014	-	-	406	15	334,270	80.66%
	2019	-	-	402	16	338,903	86,20%

Source: KPU DIY (Data Processed)

KPU Kulon Progo in an effort to increase voter participation in 2024 carried out a strategy so that the success rate of the 2024 election increased from the previous years (Ida et al., 2020). The strategy used by utilizing social media such as Facebook, Instagram, YouTube, and the official website of the Kulon Progo KPU <https://kab-kulonprogo.kpu.go.id>. The strategy with the use of social media is intended to cover all information online (Febriansyah et al., 2020). As for that, the Kulon Progo KPU also conducted education with the material "socialization of education for voters in the 2024 election stages (Kusumasari, 2018). Socialization includes the stages of the 2024 election (Sari et al., 2023). As for the factors that cause low public participation in carrying out elections, some of them are public saturation with elections, low trust or disappointment (with election organizers, election participants, namely legislative candidates, regional leader candidates and political parties), lack of encouragement to the community, low public awareness (Sparrow, 2004). This is due to lack of information, not wanting to participate, not knowing the voting day and others.

The Kulon Progo KPU's communication strategy towards novice voters is the main target, this is because novice voters still have minimal experience and do not know the election procedures. With the problems faced, KPU Kulon Progo utilizes social media in delivering information, especially for all Kulon Progo residents. But there are also those who invite participants from several schools in Kulon Progo Regency to attend the socialization directly. Direct socialization is expected that participants can share information and knowledge with other friends because of course it is impossible to socialize directly to all novice voters in Kulon Progo Regency due to time and place.

## 2. Method

The research used in this study is descriptive leatherative. Qualitative method is a scientific research that aims to understand a phenomenon in natural social contact in emphasizing the process of in-depth communication interaction between the researcher and the phenomenon under study (Fadillah, 2019). The use of this method aims to carefully measure the persuasive communication model used by the Kulon Progo KPU in increasing voter participation in the 2024 elections (Fadillah, 2017). By using qualitative analysis through systematic depiction and collection of existing facts n research surveys whose data are collected from informants and key informants.

The location of this research was carried out at the Kulon Progo general election commission (KPU). The length of time for this research is starting from January 2023. Data collection techniques are carried out as a means of supporting research, and in addition to obtaining accurate, relevant and

accountable data, therefore researchers use several techniques in data collection, as follows: Interviews, in this study using in-depth interview techniques, the purpose of which is to obtain proven and reliable information. Researchers conducted direct interview sessions with related parties, namely Ahmad Shidqi as the head of the socialization division of public participation voter education and human resources (Huntington & Nelson, 1994). Observation Data collection is done by directly observing the subject. The subject in this research is the Kulon Progo General Election Commission (KPU) (Akbar et al., 2021).

The method used by researchers, to record events and observe when carrying out activities to obtain accurate data and become researchers' field data findings in this thesis. Documentation, conducted by researchers to examine documents or data related to related research, using camera tools to document matters related to interviews or direct observation. Exploration subjects can be books, reports, and regulations related to research. Researchers used two types of triangulation obtained in this study, namely: Triangulation technique is when researching, researchers use different data collection techniques to get data from similar sources of information (Purwaningsih & Widodo, 2020). Researchers used in-depth interviews, observation and documentation for the same data source simultaneously. Source triangulation is to obtain data from different sources with the same technique. The analysis technique used in this research is qualitative analysis, which in this study can be obtained descriptive data in the form of oral or written words from individuals and observable behavior (Purwaningsih & Widodo, 2020). Data reduction means summarizing, selecting the main things, focusing on significant (important) things and eliminating things that are not important. In addition, the information that has been reduced will provide a clear picture, and make it easier for researchers to complete further data. Data Presentation, This presentation is done so that the results of the data reduction are coordinated (Ceia, 2020). Clearly display or present data in the form of brief descriptions and so on. Drawing Conclusions, This conclusion is where researchers use deductive thinking, in short, this conclusion will answer the formulation of problems that are temporary and develop during the process in the field. Apart from that, what is presented is a picture that is initially unclear becomes clear.

### 3. Result and Discussion

The General Election Commission (KPU) is a state institution that organizes general elections in Indonesia which is national, permanent and independent. The time for the implementation of the 2024 elections has been set by the KPU RI on February 14, 2024 in accordance with the provisions of article 167 paragraph (6) of law Number 7 of 2017 starting no later than 20 before the voting day.

Voter education whose ultimate goal is to increase voter participation both in terms of quantity and quality certainly requires extra hard efforts from all levels of election organizers supported by related agencies and the community. The first thing that must be determined in the implementation of voter education is to determine the priority scale in determining the target of voter education. Determining the priority scale is important in order to focus voter education work to be effective and efficient. The determination of the priority scale of voter education is certainly based on the potential and opportunities of related parties that can be invited to cooperate, collaborate in voter education activities. Identifying the potential and opportunities for collaboration with related agencies is important in order to maintain the sustainability of voter education activities. The second thing to consider in determining voter education targets is the simultaneous effect of the success of the voter education process itself. The impact or outcome of voter education carried out is expected to have a domino effect on the organization of elections both in quantity and quality.

Through this research, the results obtained regarding the persuasive communication method of the Kulon Progo KPU in increasing the participation of novice voters in the election, namely by conducting socialization with the aim that novice voters can play an active role in organizing the 2024 simultaneous elections. in this case, novice voters must be equipped with voter education so that they understand democracy so that they are able to determine their own choices without having to be bound by the people around them. Another form of strategy carried out by the Kulon Progo KPU is to collaborate with several campuses, and high schools. the aim and purpose is to increase access to information about election participants to In short, these activities focus more on political education activities, democratic literacy, ethics and norms.

Based on the results of this study with previous researchers, that specifically Communication strategy is very important and has a big influence on the sustainability and success of something that has been planned. In previous research, the strategy carried out was still lacking because it only applied a strategy that was said to be lacking in reaching many friends of voters. This study it is expected to be better because of some of the strategies that are carried out very influential and successfully conveyed to friends of voters. For strategies that are carried out by cooperating with several campuses, high schools, and working with well-known broadcasting institutions such as radio broadcasting and others.

### 3.1. First-Time Voters

Voters are citizens who have reached the age of 17 years or more or have been/are married. Every general election (election) voters have been registered through data collection carried out by officers who have been appointed by the election organization. The requirements for someone who can vote, are Indonesian citizens, who are over the age or have / have been married, registered as voters, registered in DPT, not members of the TNI / Polri (no longer a member of the TNI / police).

Novice voters have an important role in organizing general elections (elections) in voting for political figures. the importance of the role of novice voters is because most of the voters are novice voters. novice voters who cast their votes for the first time to candidates which is one way candidates and political parties to win seats in government. Therefore, many candidates or political parties attract the sympathy of novice voters to get the votes of novice voters as much as possible. No wonder that novice voters are the main target to get as many votes as possible.

The Kulon Progo General Election Commission (KPU) has an important message related to beginner voters, namely awareness of the importance of general elections (elections) and democracy by using voting rights. The message was conveyed with the aim that communicants (novice voters and all voters) as the target of the General Election Commission (KPU) have insight and knowledge about elections and use their voting rights.

The Kulon Progo General Election Commission (KPU) recorded the number of Generation Z voters in the 2024 elections, the figure is equivalent to 35.46 percent. Based on age, namely 17-24 years (Generation Z) 46,972 voters, ages 25-39 years (millennial generation) as many as 88,616 voters. However, it will be confirmed again during the next update. (Reported from jogja.antaranews March 06, 2023).

### 4.1. Voter Participation

The general election commission as a state institution that has the main task of organizing elections continues to strive so that elections can run properly and correctly. The measure of the success of elections in Indonesia is actually very simple. This activity can be considered a great success if the implementation runs *luber* (direct, general, free, secret) and *jurdil* (honest and fair) and the participation rate is high. What is not simple is securing that these electoral principles can be fulfilled. If the principles of *luber* and *jurdil* can run well, then the next measure is the achievement of the level of citizen participation. Referring to Supriyono's opinion, (2014) community participation (participation) in elections is one form of influencing political process decisions in the form of selecting prospective leaders. This process is one of the important stages because it will greatly affect what models and policies will be taken and implemented by the future government. The people are very interested in channeling their aspirations to leaders who will bring the country to a better direction.

Increasing this participation rate is the main agenda in socialization at every stage of the election. However, in the context of democratic development in general, increasing voter participation to boost voter participation rates does not only depend on the performance of the General Election Commission (KPU) of Kulon Progo. The level of voter participation requires the role of all parties equally. The steps taken are cooperation from various segments in the community as the strength of voter democracy. The General Election Commission (KPU) of Kulon Progo and the general public work together in socializing the implementation and stages of elections so that the community as voters, especially novice voters, can participate in elections. There are several activities that are categorized as election participation in the implementation of elections, including: carrying out election socialization, carrying out voter education, selecting candidate pairs and discussing party plans,

visions, missions and programs in elections, voting as voters. Then write or broadcast news about elections, support certain election participants/candidates and organize other citizens to support or reject alternative public policies proposed by certain election participants. Then submit the results of election monitoring and submit complaints about alleged election violations. Furthermore, conducting surveys and disseminating the results of surveys on voters' opinions or perceptions of election participants. Finally, conducting and disseminating the results of quick counts.



Figure 1 and 2 KulonProgo KPU Web

As a Source of Information

#### 4. Conclusion

Based on the results of research and discussion of the communication strategy of the Kulon Progo KPU in increasing the participation of novice voters in the 2024 elections. It is concluded that the Kulon Progo General Voting Commission (KPU) uses a voter education strategy by conducting socialization to campuses and schools. With the aim that the community, especially to generation z, which includes novice voters, can be sensitive to the importance of knowledge and awareness of voters for elections as novice voters who still lack knowledge. In addition, the form of socialization carried out is nothing more than to reach the audience, by socializing and distributing voter education education.

KPU has determined the objects and targets of voter education, among others, families, novice voters, young voters, women voters with disabilities, voters with special needs, democracy volunteers and interzen citizens (netizens) and others. The purpose of voter education, and other strategies carried out by the Kulon Progo General Election Commission (KPU) is to increase voters both in terms of quantity and quality which certainly requires extra hard efforts from all levels of election organizers supported by related agencies and the community. As for novice voters, the method used is by conducting voter education socialization which is carried out or carried out on campuses and also high schools as a form of care for general elections.

In the socialization, of course, educating especially to novice voters as voters who are not yet broad knowledge and understanding, with the hope and purpose that it can be practiced correctly later. Based on the results of the research that has been presented, it is suggested that the Kulon Progo General Election Commission (KPU) can carry out socialization in the whole (SMA / SMK / MA) and universities not only in some parts with a strategy where all can know about it in detail, in order to increase and increase the participation of novice voters in every election. For novice voters, there is great hope for their sensitivity and awareness to contribute to every election. For future researchers, it is hoped that they can continue similar research with more in-depth discussions and data.

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